

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

(Attorney Docket No. 14309US02)

In the Application of:

Jeyhan Karaoguz, et al.

Electronically Filed on 03-JAN-2008

Serial No. 10/675,468

Filed: September 30, 2003

For: MEDIA PROCESSING SYSTEM
SUPPORTING PERSONAL
ADVERTISEMENT CHANNEL
AND ADVERTISEMENT
INSERTION INTO BROADCAST
MEDIA

Examiner: Patrick A. Ryan

Group Art Unit: 2609

Confirmation No. 5572

RESPONSE UNDER 37 C.F.R. § 1.111

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

This paper responds to the non-final Office Action mailed October 3, 2007 ("Office Action") in the above-identified application. The Applicant respectfully requests entry of the following amendments and consideration of the following remarks.

Amendments to the Specification begin on page 3 of this paper.

Amendments to the Claims are reflected in the listing of claims, which begins on page 8 of this paper.

Remarks/Arguments begin on page 17 of this paper.